

Matching evolution in every field, digital marketing is going through immense changes, most of which are beneficial for modern marketer. Today, there are platforms for brand promotion that weren't in marketing scenario a few years ago. Marketer of the modern world is agile, but it is necessary to keep one step ahead and look for new trend in the digital world to communicate the right information to consumers on various social platforms and raise awareness about a company's services.

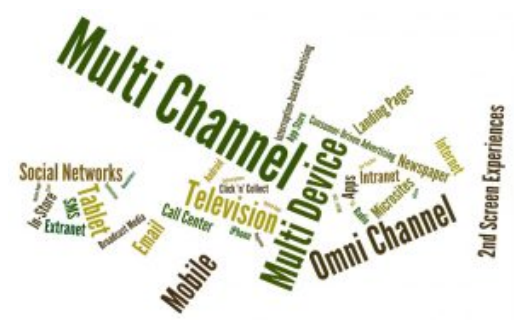
For an impressive digital marketing, it is important to look for current and upcoming trends that could be implemented while making a strategy. Key trends for 2017 are:

## Artificial Intelligence (AI) In Digital Marketing



Expert marketers have predicted that AI is going to revolutionize digital marketing in a great way. It will allow marketers to be more creative and think of more impressive strategies to grab attention of online potential customers.

## Multichannel Marketing



With the time, numbers of channels where brands can be promoted are rising. They give opportunities to reach more audience and target them. But this also comes with an objective: Target consumers instead of showing presence on more platforms. These channels are also allowing companies to use technologies and unique strategies to grab attention of consumers.

## Live Video



Today's consumers are more dependent on technology and digital surroundings. In addition, they like to stay connected with brands they are using and follow them for updates. With the increased use of smartphones, live video features of social websites like Facebook is allowing consumers to connect to their brands in real time.

## Content That Expires



Expiring content is a new and unique way of promotion. Snapchat allows users to post content that disappears after a limited time period. Not just users, but brands are using this unique method of promotion to make people aware of their new updates.

## Interactive Content



According to experts, interactive content is capable of grabbing more attention of online users. Through an activity like question-answer and choice-making, it allows users to take part in a post in a unique way.